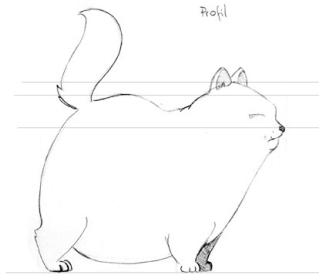# La rue du chat qui court

Namur en Mai between 1 and 5 June 2011
Press kit

La rue du chat qui court...

Close your eyes, and imagine two streets in the town of Namur. They are simple, bare even, and a little gloomy. Wouldn't you like to see them transformed by a wave of the magic wand into a colourful sight, telling a story for the duration of a couple of evenings?

Impossible, you say? Not any more!
Wall of Magic took up the challenge and combined a story weaved from light with cutting edge technology to tell it in a perfectly masterful fashion. For four consecutive evenings, they renamed those two streets the "Rue du chat qui court" (Street of the running cat)...

While you are reading these lines, the kitty is still deep in digestive thought, plump and peacefully settled. He isn't yet aware that a little mouse is rapidly approaching, taking the risk of waking the wild animal in him at any moment. Its snout pointing proudly forward, the mouse scampers between the projections on the front of the Félicien Rops museum, between the passing clouds and on the windows of a busy neighbour. She's coming closer and closer... Watch out! The chase is about to begin...

For a day, a weekend, a month, anywhere in the world, WOM is capable of transforming an ordinary street into a dream universe full of magic and light, by combining projection techniques with fun, instructive or hilarious content...

Within the framework of the 16th Namur en Mai event, held between 1st and 5th June 2011, you are cordially invited to follow our two favourite animals on the Fumal and Rupplémont streets of the Walloon capital. Surprises and poetry are on the menu of this illuminated walk!

... some numbers.

·   2 streets : Fumal and Rupplémont
·   3 months of research to make the first multi-projector projection software of the Numédiart programme
·   6 more months to render the technology more robust and reliable
·   6 projection scenes
·   7 stories
·   Over 25 minutes of animated and projected images
·   25 projectors

· 13 artists of the B71 collective
· 22 crew members (coordination, equipment, projections, communication, etc.) to accompany the projections.

... telling 7 stories over 6 different projection sites

1. Graffiti

- Size : 14/4 m
- Duration : 3 minutes

What if the streets of Wallonia's quiet capital were taken over by graffiti? First a single artwork, in a central spot, but then soon joined by a myriad of Street Art works. Graffiti, stencils, mosaics, stickers, all shapes are possible. They merge with each other, combining everyone's sensitivities into one whole, massive spectacle of Street Art.
Constructed around the principle of the exquisite corpse (the 'Concise dictionary of surrealism' gives the following definition of the exquisite corpse: "A game which consists of composing a phrase, or a drawing, by several people, where none can take into account the collaboration or previous collaborations"), the pieces intersect and interact fleetingly, leaving the spectator only the feeling of a melting pot of colours and shapes.

2. Clouds

- Size : 4/1,5 m
- Duration : 2*2 minutes

Attached to cables, small clouds never stop chasing each other across this pinned up sky. Well ordered, they pass by the following traffic, indicating the right direction and the right order in the world. A right order which could certainly not exist without some disruptive elements...

3. Comic Strip

- Four windows
- Size : 14/4 m
- Duration : 3/4 minutes

Is voyeurism a bad habit?
Anyway, the spectator will be invited to join in with some voyeurism during La Rue du chat qui court. Halted in front of the windows of a bustling city building, he will witness scenes out of daily life. Moving from one window to the next as shadowgraphs, characters exist and interact with this square and narrow world. By interacting with their environment and undergoing this scrutiny, they offer the passers-by a bouncy, joyful spectacle.

But watch out! We must warn you: become a voyeur and you might have to face the consequences...

4. Félicien Rops Museum

- Size : 17/14 m
- Duration : 4 minutes

As a painter, aquafortist, pencil artist, illustrator and etcher, Félicien Rops is known to combine different techniques in order to achieve particular atmospheres. In the same spirit, the front of the museum which is dedicated to the artist, who was born in Namur in 1833, will be

covered in lights, to submerge you in fantastic, enchanted atmospheres. Coloured textures, often formless and shifting, will appear as if by magic on the walls of the building, offering a new view of architecture.

5. Four seasons

- Size : 2,3/ 4,7 m (arched)
- Duration : 3 minutes 30

Presented in 2010, this work has already won over the public in Namur. Freshly updated, it will be presented again, allowing visitors to (re-)discover the poetry and the universe of the artists' collective. Like an ode to nature, this fresco will submerge you into a changing and moving world made out of roots, leaves, branches and chirps.

6. Machinarium

- Size : 12/2 m
- Duration : 4*1 minutes

How are bouncing balls made ? Or stencils for graffiti ?

During the duration of a living painting we invite you to delve into the world of complex and dense machinery to discover the origin of these diverse objects. Conveyor belts, steam machines, electronics, all sorts of gears, retro telephones and even turbines, so many essential (and sometimes grotesque!) associations will be explored for the viewers' pleasure.

7. The cat and the mouse

- Size : all projections
- Durée : 4 minutes 40

Cats need between 12 and 16 hours of sleep, but generally they take more, on average between 15 and 18 hours a day. But what happens when a mouse enters their personal space? The feline comes back to life and the chase begins. Passing from a painting, coming out of the graffiti to catch on to the clouds' cables, sliding into the windows of the Comic Strip, our two little animals adapt to their environment, to our great enjoyment.

Partners

About Wall Of Magic

Wall Of Magic was born out of an emotion, the emotion felt in the crowds walking the streets of "Namur en Mai" in 2010. For a couple of evenings, one of the walls in the capital of Wallonia told us an animated story.
Coming out of nowhere, the light flowed over all the protrusions on the surface to offer the passersby an image completely dedicated to the story. A perfectly mastered technique in the service of magic...
Less than a month later, the B71 collective of artists from Namur, who were at the initiative of the first experience, joined forces with competent people from the research world (the Numédiart programme) and the industry (Echo Dimension) to develop a unique technological and cultural product: monumental projection. Forget about the constrains of classic projections and the necessity to have a screen as flat as those in cinemas, because Wall of Magic adapts to the surfaces, no matter what they are. The projectors calibrate the image, with the protrusions taken into account, while the artists use it to bring their creations to life.

Bringing together technology and graphic art, Wall of Magic offers you innovation and poetry for your walls and streets, bringing them alive with your dreams!

http://www.wallofmagic.eu/

About B71

B71 is above all a team, united by its passion for the subtle mix between graphic art and technology. The team was created in 2009 and currently consists of a few dozen professionals in the service of the projections, entertainment, film and even video games.
The heart of the team met in Namur during their graphic design studies. Their common dream, to one day create a studio in their image, with their know-how has little by little become reality...

http://www.b71.be/

About Numédiart

Launched in September 2007 by the TCTS lab of the Polytech Faculty of Mons (UMons), in collaboration with the TELE lab of the UCL, Numédiart is an ambitious project planned over five years and financed by the Walloon Region. It aims to promote and develop the use of digital technologies within artistic projects.

More than a new research angle, NUMEDIART also means a new collaboration angle, a new set of applications and above all a new motivation for the dozens of participating researchers.

Numédiart centres around three angles: live interaction techniques between image, sound, the body, etc.; Digital Instrument Design, and the automatic analysis and classification of artistic content.
Numédiart works with three-monthly sessions. Each session, subjects suggested by the industry or artists are submitted to the researchers. They then have three months to develop targeted techniques and achieve state of the art results in the matter. Often projects continue beyond the state of the art and produce innovative research results.

On the occasion of its Fifteenth Anniversary, the FIFF wanted to dress the INNO building, situated in the Place d'Armes Street, in the heart of the Walloon capital.
A team consisting of Radhwan Ben Madhkour (UMONS), Romulad Deshaye (UMONS) and Jean-François Nivart (UCL) received the challenge from the B71 collective. "First we achieved the state of the art in the matter of multi-projector image projection. Then after the allotted time (three months), we came out with a software for this purpose." Numédiart thus developed a system for the modelling of the projection environment in 3D, for the calibration of projectors and for the synchronised playback of images on multiple projectors in order to cover every surface, even very complex ones, with graphic creations.

http://www.numediart.org/

About Echo Dimension

Within the framework of "La rue du chat qui court", Echo Dimension is the partner of Wall of Magic for the general coordination of the event, the management of the equipment and the technical installation. It is also in charge of financing.

http://www.echo-dimension.com/

Monumental projections

How does it work ?

The operation takes place in three stages: 3-D computer modelling, the creation of the work and the calibration of the projectors.

1- The 3-D modelling

The surfaces which will serve as support are filmed with a camera. Based on these images, the projection scene is modelled in 3D. This model is then transmitted to the artists.
2- The creation of the work

In the same way that a painter would receive a canvas on which to compose his painting, the artists at B71 take the 3D model of the scene and create the animation by using it as a support. This way they can immediately see how to interact with the existing environment and bring it to life.
3-The calibration of the projectors

Once the image is created, it must be placed over the surface. With the help of structured light motifs, the priorities of the projectors and the particulars of the surface are analysed in order to make them correspond to the previously created model. Then, thanks to the software, the image is adapted in real-time to be projected as if an animated billboard were simply placed on top of the chosen surface.

"We quickly realised that we had to find a solution which would render the images in real-time, " explains Radhwan Ben Madhkour, researcher at Numédiart. In other words, the images aren't calculated in advance, but at the time of the projection. "This leads to better adaptive capacity on the spot, since it's the projector adapting so that the image corresponds with the surface at any given moment. Moreover, this gives us a bigger potential to evolve, for example in the interaction between spectators and the projection, or changes in sets or adjustments of the surface compared to the model."

For Namur en Mai 2011, six extra months of research have allowed the creators to adapt the system to the reality of the terrain. "Today, we no longer have to reconstruct the 3D model 'manually'. The cameras do it automatically. Likewise, the patterns used for the calibration are much more precise. Previously, we used checkers patterns, and calculated the angles based on those. In the end, there were few points for calibration. Now, they are structured lights for which every pixel can be analysed. In other words, the entire surface is used for calibration." This is a more precise method to better meet the artists' needs.

References

Namur en mai (Les Arts Forains) – May 2010

This first meeting in 2010 allowed us to open a door into the world of street arts, or, to be more exact, fairground art. Following B71's offer to project on the city's buildings during their festival, it wasn't long before a union was created between entertainment and the digital world.

This was how the "Quatre saisons (Four seasons)" originated, using poetic graphic design to describe the evolution a world turning incessantly at the will of the seasons and the impact of humans on this delicate and terrible natural world.

- Duration of the projection : 3 min 30 sec.
- Size of the projection : 1 arch of 4,7 m on 2,4 m, so 11m2 and four adjacent windows of 2m2 each
- Number of projectors : 7 (of which three are for the arc and four for the windows)

International Francophone Film Festival – October 2010

On the occasion of the 25th Anniversary of the Namur Francophone Film Festival, the front of the big INNO store was transformed into the neon sign of a sixties' cinema. Playing with the angles and protrusions of the building, combining traditional neons with animated posters, the B71 collective uncovered a new facet of a space well known to the inhabitants of Namur.

- Duration of the projection : from 7 PM until midnight
- Size of the projection : 22m on 14m, so 308 m2
- Number of projectors : 2*2 projectors

Halloween (Citadel of Namur) – November 2010

The Citadel of Namur rests on a man-made underground gallery. What better place than this, with its magical atmosphere, to discover the story of the most popular character associated with Halloween? This old Irish folk-tale tells the journey of Jack-O-Lantern, a stingy, drunk, mean and egocentric Irish farrier, who sells his soul to the devil before tortuously negotiating his liberty. He inevitably becomes a wandering soul, easily recognizable with his lantern made of embers, glowing inside a hollowed-out turnip.

In a few animated scenes, projected at the end of labyrinthine corridors, the B71 team told the story of Jack with his lantern. From one sombre corner to the other, the visitors were guided by an actor, on a spectacular trail for young and old in search of terror!

- 4 projections divided over 4 places.
- Duration of the projection : a 30 minute route
- Size of the projection : from 0,5m2 to 21m2
- Number of projectors : 1 + 1 + 1 + 4

Equipe

Nom Prénom	Organisme	Rôle
Audrit Pierre	ACQI	Projections
Ben Madhkour Radhwan	Numediart	Researcher, PhD Student (UMONS)
Bertrand Emmanuel		Bussiness Development / Marketing
Boeur Xavier	B71	Manager + FX, Lighting, Rendering
Breuls de Tiecken Virginie		Communication /Marketing
Chandelle Julien	B71	Compositing
Coulon Jean-Marc	JMCreative	Technologie
Daoust Yves	VISIONfOrVision	Projections / Technologie
Deboucq Quentin	B71	Modeling
Gilson Joel	Echo Dimension	Web Master
Gonsette Julien	B71	Animateur 3D, Concept Artist
Hadi Mohamed	B71	Animateur 3D, Concept Artist, Modeling
Ismeni Michaël		Coordination générale
Mondy Maxime	B71	Animateur

Moreau Benjamin	B71	Modeling/painting, texturing
Nivart Jean-François	Echo Dimension	Coordination générale
Prévinaire Caroline		Comédienne
Rey Olivier	Planet Kinor	Bussiness Development / Marketing
Ruwet Bertrand		
Scalais Michel		
Tirtiaux Aurélien	Arts Forains	
Tirtiaux Jean-Félix	Arts Forains	
Tirtiaux Nathalie	Arts Forains	
Uhissy Jean-Marc	Echo Dimension	
Uhissy Marine	Echo Dimension	
Vogrig Séraphin	B71	Character design, Modeling, Animation
Willot Bertrand	B71	Concept Artist, Texturing, Compositing
Yung Arnaud	B71	Concept Artist